

## ORDER



**Orders**  
**Order / Rev:** 170848  
**Alt Order #:** 06401344  
**Product Desc:** REP NATIONAL COMM  
**Estimate:** 3542  
**Flight Dates:** 11/01/12 - 11/06/12  
**Original Date / Rev:** 10/31/12 / 10/31/12  
**Order Type:** GENERAL

**WDJT-TV-LP**  
**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Natl Med. Res Planning & Placement  
**Buying Contact:** Kristy Moran  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/Republican Nat'l Committee  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/29/12   | 11/06/12 | 6       | \$7,750.00   | \$6,587.50 |

## Totals

| Month         | # Spots  | Gross Amount      | Net Amount        | Rating      |
|---------------|----------|-------------------|-------------------|-------------|
| November 2012 | 6        | \$7,750.00        | \$6,587.50        | 0.00        |
| <b>Totals</b> | <b>6</b> | <b>\$7,750.00</b> | <b>\$6,587.50</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Matthew Norten    |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total       |
|-------------|-------|-------------|
| WDJT-TV-LP  | 16%   | \$7,750.00  |
| Market      | 100%  | \$48,437.50 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| WBME              | 0%    | \$0.00      |
| WCGV              | 1%    | \$484.38    |
| WISN              | 28%   | \$13,562.50 |
| WITI              | 28%   | \$13,562.50 |
| WMLW-             | 0%    | \$0.00      |
| WPXE              | 0%    | \$0.00      |
| WTMJ              | 26%   | \$12,593.75 |
| WVTV              | 1%    | \$484.38    |
| WYTU              | 0%    | \$0.00      |

| Ln  | Ch   | Start             | End             | Inventory Code  | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|-----|------|-------------------|-----------------|-----------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1 | WDJT | 11/02/12          | 11/02/12        | Dr. Phil 4p-5p  | CM    | 4p-5p             | ----1-- | :30 | 1     | \$1,000.00  | P-1 | 0.00          | NM   | 1     | \$1,000.00 |
|     |      |                   |                 | Dr. Phil 4p-5p  |       |                   |         |     |       |             |     |               |      |       |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/29/12    | 11/04/12        | ----1--         |       | 1                 |         |     |       | \$1,000.00  |     | 0.00          |      |       |            |
| E 2 | WDJT | 11/05/12          | 11/05/12        | Dr. Phil 4p-5p  | CM    | 4p-5p             | 1-----  | :30 | 1     | \$1,000.00  | P-1 | 0.00          | NM   | 1     | \$1,000.00 |
|     |      |                   |                 | Dr. Phil 4p-5p  |       |                   |         |     |       |             |     |               |      |       |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 11/05/12    | 11/11/12        | 1-----          |       | 1                 |         |     |       | \$1,000.00  |     | 0.00          |      |       |            |

WDJT-TV-LP